

General Personnel

Use of Personal Technology and Social Media

Summary: District employees must ensure that their use of personal technology and social media does not disrupt or interfere with the educational process and complies with applicable District policies and procedures regarding ethics, confidentiality, access to electronic networks and prohibition of harassment.

Woodland School District 50 recognizes that the use of technology is prevalent in society. Employees may have access to the Internet and a variety of technology devices that allow them to interact, share, create and innovate. These technologies must meet District 50 standards and expectations for communication with staff and community members.

Social media - Media for social interaction, using highly accessible communication techniques through the use of web-based and mobile technologies to turn communication into interactive dialogue. This includes but is not limited to, services such as *Facebook, LinkedIn, Twitter, Instagram, Snapchat, Google Suite, blogs* and *YouTube*.

Personal technology - Any device that is not owned or leased by the District or otherwise authorized for District use and: (1) transmits sounds, images, text, messages, videos, or electronic information, (2) electronically records, plays, or stores information, or (3) accesses the Internet, or private communication or information networks. This includes laptop computers (e.g., laptops, ultrabooks, and chromebooks), tablets (e.g., iPads®, Kindle®, Microsoft Surface®, and other Android® platform or Windows® devices), smartphones (e.g., iPhone®, Blackberry®, Android® platform phones, and Windows Phone®), and other devices (e.g., iPod®).

Any use of websites and the many associated applications must adhere to District 50 expectations for communication including interaction with students, staff and community members.

Employee expectations:

All District employees who use personal technology and social media shall:

- a) Adhere to the standards for appropriate school relationships in policy 5:120, *Ethics*, at all times. This includes District employees posting images or private information about themselves or others in a manner readily accessible to students, parents, community members and other employees that is inappropriate as defined by policy 5:20, *Sexual Harassment*; 5:120, *Ethics*, 6:235, *Access to Electronic Networks*; 7:20, *Harassment of Students Prohibited*; and the Ill. Code of Educator Ethics, 23 Ill.Admin.Code §22.20.
- b) Report instances of abuse or neglect discovered through the use of social media or personal technology pursuant to the *Abused and Neglected Child Reporting Act*.
- c) Choose a District-provided or supported method to communicate with students and their parents/guardians.
- d) Not interfere with or disrupt the educational or working environment, or the delivery of education or educational support services.
- e) Only access email, personal technology and social media for personal purposes during times and in places that do not interfere with job duties or otherwise disrupt the school environment and/or its operation.

- f) Ensure that no one for the District, or on its behalf, requests of an employee or applicant access in any manner to his or her social networking website or requests passwords to such sites.
- f) Maintain confidentiality of student record information including student work, photographs of students, names of students or any other personally identifiable information about students via electronic communication or social media in compliance with policy 5:130, *Responsibilities Concerning Internal Information*.
- g) Refrain from using the District's logos without permission and follow Board Policy 5:170, *Copyright*, and all District copyright compliance procedures.
- h) Individuals assume all risks associated with the use of electronic communications with students, parents, or other staff members that are not in compliance with this policy.
- i) Use the district's network to contact students about school-related information. Any non-school related communication should wait until the student is an adult.
- j) Refrain from engaging in non-school related discussions with current or former students under the age of 18, on social networking sites, through blogs, wiki pages, text messaging, or other forms of online communication.
- k) Refrain from posting images of, or information about, students on their personal social media sites.
- l) Use a district provided device whenever possible to photograph students. When a personal device must be used, all cloud accessibility must be removed. The sole image must be immediately transferred to a district device and the original image on personal technology devices must be deleted.

The Board expressly disclaims any responsibility for imposing content filters, blocking lists, or monitoring of its employees' personal technology and social media. Individuals assume all risks associated with the use of personal technology and social media at school or school-sponsored activities, including students' viewing of inappropriate Internet materials through the District employee's personal technology or social media.

Individuals are subject to remedial and any other appropriate disciplinary action for violations of this policy ranging from prohibiting the employee from possessing or using any personal technology or social media at school to dismissal and/or indemnification of the District for any losses, costs, or damages, including reasonable attorney fees, incurred by the District relating to, or arising out of, any violation of this policy.

The Superintendent or designee shall:

1. Inform District employees about this policy during the in-service on educator ethics, teacher-student conduct, and school employee-student conduct required by Board policy 5:120, *Employee Ethics; Conduct; and Conflict of Interest*.
2. Direct Building Principals to annually:
 - a. Provide their building staff with a copy of this policy.
 - b. Inform their building staff about the importance of maintaining high standards in their school relationships.
 - c. Remind their building staff that those who violate this policy will be subject to remedial and any other appropriate disciplinary action up to and including dismissal.
3. Build awareness of this policy with students, parents, and the community.
4. Ensure that no one for the District, or on its behalf, requests of an employee or applicant access in any manner to his or her social networking website or requests passwords to such sites.
5. Periodically review this policy and any procedures with District employee representatives and electronic network system administrator(s) and present proposed changes to the Board.

LEGAL REF.: 105 ILCS 5/21B-75 and 5/21B-80
Ill. Human Rights Act, 775 ILCS 5/5A-102.
Code of Ethics for Ill. Educators, 23 Ill.Admin.Code §22.20.
Garcetti v. Ceballos, 547 U.S. 410 (2006).
Pickering v. High School Dist. 205, 391 U.S. 563 (1968).
Mayer v. Monroe County Community School Corp., 474 F.3d 477 (7th Cir. 2007).

CROSS REF.: 5:20 (Sexual Harassment), 5:30 (Hiring Process and Criteria), 5:120 (Ethics) 5:130
(Responsibilities Concerning Internal Information), 5:150 (Personnel Records), 5:170
(Copyright), 5:200 (Terms and Conditions of Employment and Dismissal), 6:235 (Access
to Electronic Networks), 7:20 (Harassment of Students Prohibited), 7:340 (Student
Records)

ADOPTED: March 20, 2012

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